

Strategic Planning

Terry Mason, MD
Chief Operating Officer

April 26, 2019



Cook County DEPT. of
Public Health



COOK COUNTY
HEALTH

Overview of Department



Cook County DEPT. of
Public Health

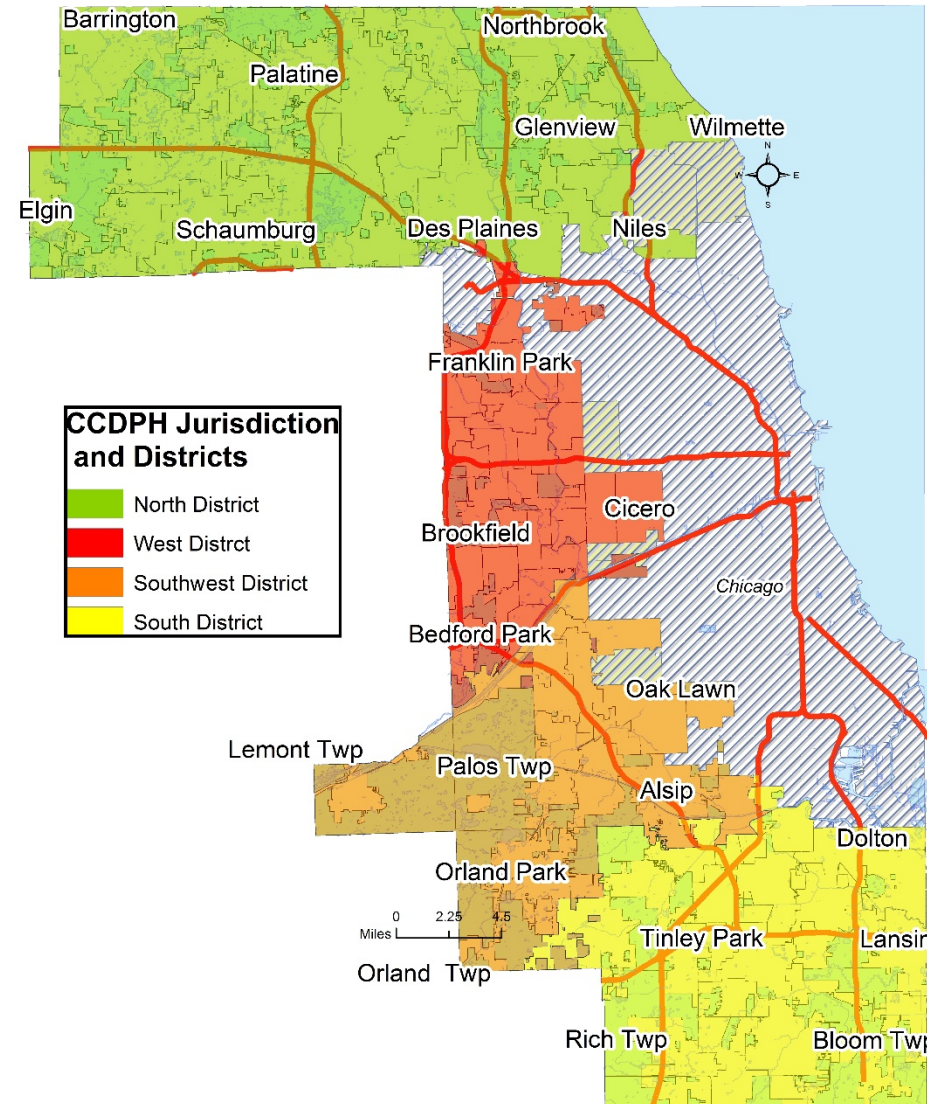


COOK COUNTY
HEALTH

Overview of Department

State certified local public health department for most of suburban Cook County

- 700 square miles
- 2.4 million residents
- 18 hospitals
- 30 townships
- 125 municipalities and unincorporated areas in suburban Cook County



COOK COUNTY
HEALTH



Cook County
DEPT.
of
Public Health

Mission & Vision

- **CCH Mission:** The Cook County Health & Hospitals System's mission is to deliver integrated health services with dignity and respect regardless of a patient's ability to pay; foster partnerships with other health providers and communities to enhance the health of the public; and advocate for policies that promote the physical, mental and social well being of the people of Cook County.
- **CCDPH Mission:** To optimize health and achieve health equity for all people and communities of Cook County through our leadership and collaborations, focusing on health promotion and prevention, while advocating for and assuring the natural environmental and social conditions necessary to advance physical, mental and social well-being.
- **CCDPH Vision:** Cook County is a place where all people and communities thrive in safe, health-promoting conditions.

Overview of Department

CCDPH Units:

- Communicable Disease Prevention and Control
- Communications
- Community Epidemiology
- Emergency Preparedness and Response
- Environmental Health Services
- Integrated Health Support Services
- Prevention Services



Impact 2020 Recap

Status and Results

- Deliver High Quality Care
- Grow to Serve and Compete
- Foster Fiscal Stewardship
- Invest in Resources
- Leverage Valuable Assets
- Impact Social Determinants
- Advocate for patients



Cook County DEPT. of
Public Health



COOK COUNTY
HEALTH

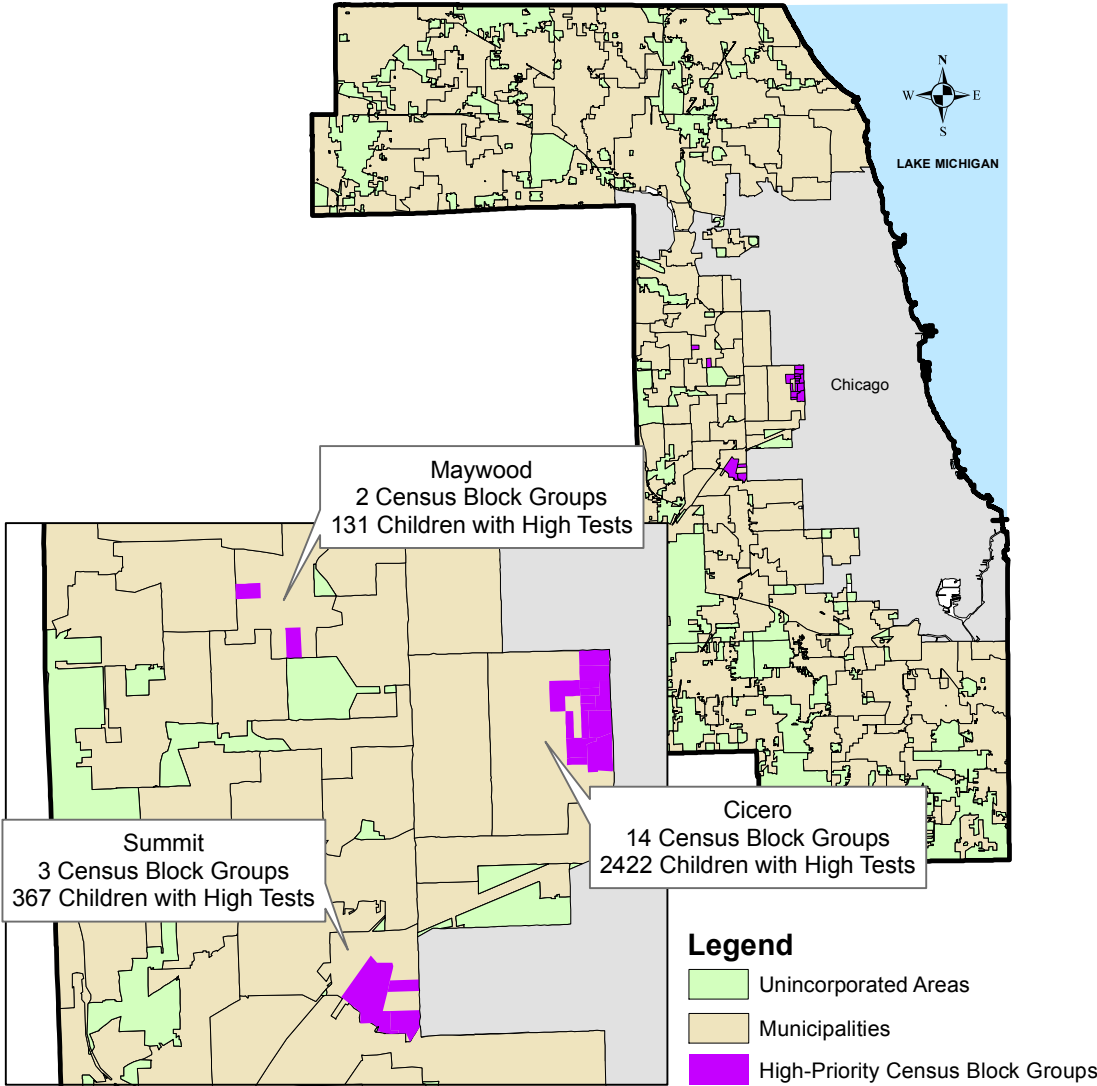
Impact 2020

Focus Area	Name	Status
Leverage Valuable Assets	Utilize information from CCDPH's Adverse Pregnancy Outcomes Reporting System (APORS) to improve program quality.	Complete
Leverage Valuable Assets	Leverage information from CCDPH childhood lead poisoning prevention surveillance to improve health outcomes.	Complete
Leverage Valuable Assets	Continue collaboration with local health departments and hospitals in Cook County through the Health Impact Collaborative of Cook County (HICC)...	Ongoing
Leverage Valuable Assets	Identify opportunities to align with and support strategies outlined in CCDPH's community health improvement plan (WePlan 2020)	Complete
Leverage Valuable Assets	Leverage CCDPH in the focus on opioid epidemic	Complete
Impact Social Determinants	Develop a proposed program to address medical needs of children who have experienced Adverse Childhood Experiences (ACEs)	In progress
Impact Social Determinants	Identify opportunities for CCDPH to partner with CDPH... such as STIs	Ongoing
Advocate for Patients	Pursue policy change to lower the lead intervention level... to 5 mcg/dL	In progress
Advocate for Patients	Finalize sustainability plan for PICH (Partnerships to Improve Community Health)	Complete



Cook County Department of Public Health

Childhood Lead Exposure 2009-2013



Lead Poisoning Prevention

- Participating in pilot program exploring automatic eligibility for Early Intervention
- 57 units remediated in 2018
- Provided comments to influence rules for Lead Poisoning Prevention Act



COOK COUNTY
HEALTH

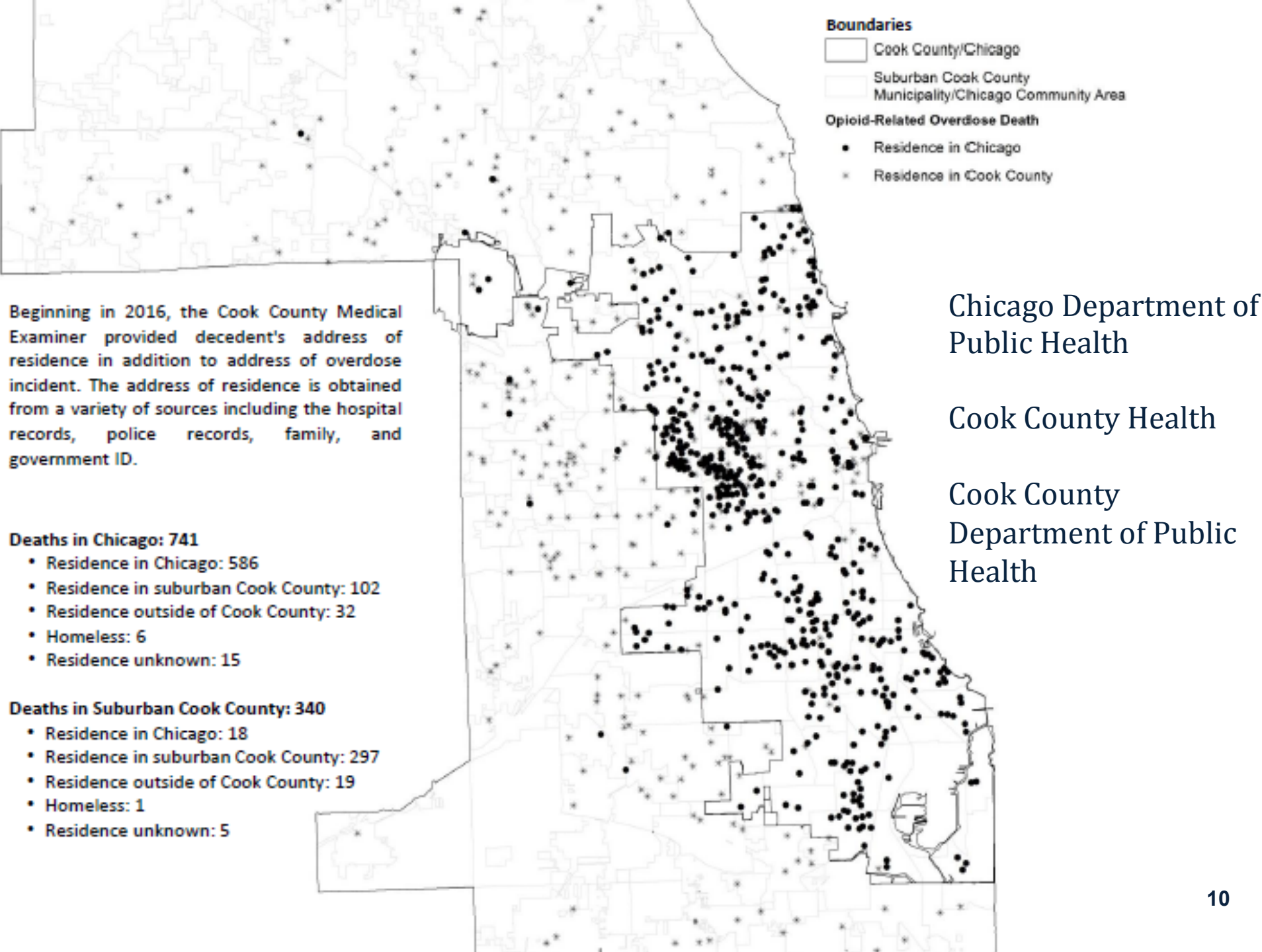


Cook County DEPT. of
Public Health

Location of fatal opioid-related overdoses 2017

Deaths in Chicago = 741

Deaths in suburban Cook County = 340



Sexually Transmitted Infections

- Increased condom availability and walk-in sexually transmitted infection (STI) testing and treatment at all CCH community health centers
- Develop and distributed provider education materials to improve and ensure adequate treatment, rescreening and prevention education





FY2020-2022

The Future

Environmental Scan of Market, Best Practices and Trends



Cook County DEPT. of
Public Health



COOK COUNTY
HEALTH

Environmental Scan - Key Themes

- Public Health 3.0: “Public health leaders should embrace the role of Chief Health Strategist for their communities—working with all relevant partners so that they can drive initiatives including those that explicitly address ‘upstream’ social determinants of health.” (DeSalvo et al., 2017)
- Increasing understanding of the role and impact of intentional racial segregation on public health and health inequities (Bassett & Graves, 2018)
 - Income inequality and legacy of segregation resulting from past federal policies
- Increasing interest in collaborative approach towards integrating health and equity considerations into decision-making and policy across sectors. (Hall & Jacobson, 2018)
- Healthcare systems are integrating community health and aligning policy priorities
 - Housing, food insecurity





SWOT Analysis

Strengths, Weaknesses, Opportunities, and Threat



Cook County DEPT. of
Public Health



COOK COUNTY
HEALTH

SWOT Analysis

Strengths

- Dedicated, knowledgeable staff
- **Data capabilities**
- Integration with CCH

Weaknesses

- Technology
- Staff training / development
- Internal communication
- Low awareness of CCDPH's role and functions

Opportunities

- STI reduction
- **Partner collaboration**
- Resource development
- **Health equity**
- **Policy changes in Food System improvement**
- CCDPH brand development

Threats

- ACA uncertainty
- Immigration policy changes
- **Diminishing funding / resources**
- Economic policy driving increasing income inequality
- Aging public health workforce



FY 2020-2022

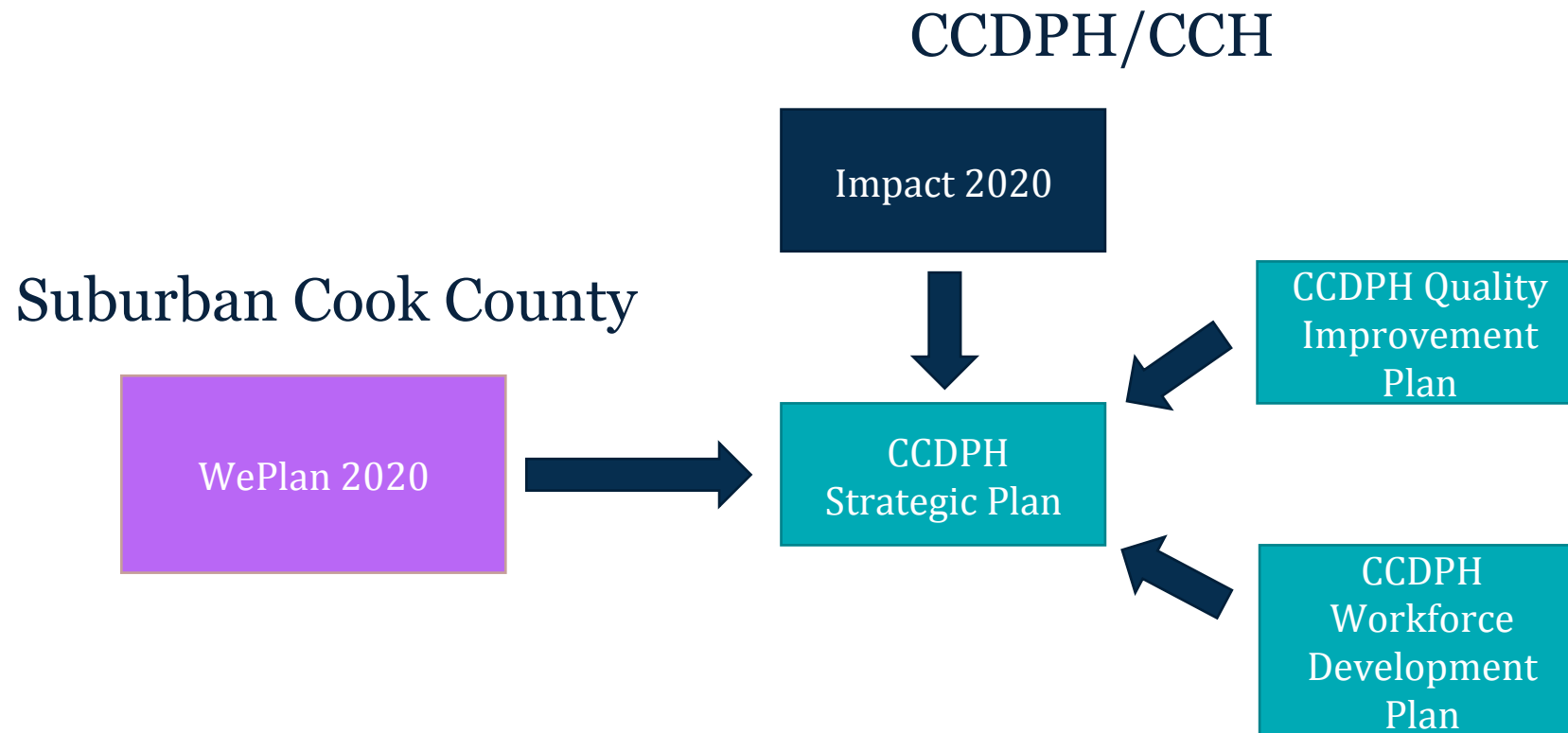


Cook County DEPT. of
Public Health



COOK COUNTY
HEALTH

CCDPH Strategic Plan Alignment



Focus Area Crosswalk

CCDPH Strategic Plan Focus Area	CCH Strategic Plan Focus Area
1. Health Equity	Impact Social Determinants / Advocate for Patients
2. Strategic Communications	Leverage Valuable Assets
3. Resource Development	Leverage Valuable Assets
4. Data Capacity	Leverage Valuable Assets
5. Priority Programs	Deliver High Quality Care / Services



Impact Social Determinants / Advocate for Patients

Health Equity

Key Milestones:

- All CCDPH units demonstrate strategies they are using to integrate health equity into their work.
- Advance ordinance that encourages Cook County government agencies to consider health equity in decision-making.



COOK COUNTY
HEALTH



Cook County DEPT.
of
Public Health

Leverage Valuable Assets

Strategic Communication

Key Milestones:

- An internal communications plan will be developed, implemented and evaluated.
- Exercise emergency communications procedures in collaboration with CCH Communications.



COOK COUNTY
HEALTH



Cook County DEPT. of
Public Health

Leverage Valuable Assets

Resource Development

Key Milestones:

Finalize an agreement with the University of Illinois School of Public Health establishing CCDPH as an academic health department (AHD).

- AHDs can serve as public health training sites for graduate students in public health, as well as sites for research and practice and early access to potential staff.

Build relationships with local schools of nursing to increase awareness about public health nursing and develop a sustainable pipeline of potential recruits



COOK COUNTY
HEALTH



Cook County
DEPT.
of
Public Health

Leverage Valuable Assets

Data Capacity

Key Milestones:

- Develop, resource, and execute systematized data collection plan in alignment with the WePlan community health assessment process.
- Streamline and reduce barriers for partnerships in the department.
- Create a narrative with a health equity lens to accompany the data CCDPH publishes on selected health outcomes where appropriate.



COOK COUNTY
HEALTH



Cook County DEPT. of
Public Health

Deliver High Quality Care / Services

Priority Programs - STIs

Key Milestones:

- Increase screening in high prevalence areas
- Promote universal testing of all ever sexually active adolescents and adults, annually
- Institute expedited partner therapy in all CCH community health centers and collaborate with community health centers throughout suburban Cook County
- Increase access to treatment following STI diagnosis



COOK COUNTY
HEALTH



Cook County DEPT. of
Public Health

Deliver High Quality Care / Services

Priority Programs - Lead

Key Milestones:

- Create and advocate for the adoption of an ordinance allowing for intervention at lower blood-lead levels.
- Work with CCH pediatrics to support implementation of revised lead screening protocols.



COOK COUNTY
HEALTH



Cook County DEPT. of
Public Health

Deliver High Quality Care / Services

Priority Programs – Food Systems

Key Milestones:

- Convene a Food Summit annually to bring together food system stakeholders to define policy changes at all levels of government, and industry
- Implement the Good Food Purchasing Program in accordance with Cook County resolution



COOK COUNTY
HEALTH



Cook County DEPT. of
Public Health

References

- Bassett, M. T., & Graves, J. D. (2018). Uprooting Institutionalized Racism as Public Health Practice. *American Journal of Public Health*, 108(4), 457–458. <https://doi.org/10.2105/ajph.2018.304314>
- DeSalvo, K. B., Wang, ; Y Claire, Harris, A., Auerbach, J., Koo, D., & Patrick O'Carroll, ; (2017). Public Health to Meet the Challenges of the 21st Century. *Prev Chronic Dis*, 14, 170017. <https://doi.org/10.5888/pcd14.170017>
- Hall, R. L., & Jacobson, P. D. (2018). Examining Whether The Health-In-All-Policies Approach Promotes Health Equity. *HEALTH AFFAIRS*, 37(3), 364–370. <https://doi.org/10.1377/hlthaff.2017.1292>





Thank you.



Cook County DEPT. of
Public Health



COOK COUNTY
HEALTH